

Launching the ENERGY STAR® SSL Program

Voices for SSL Efficiency 2008
July 10, 2008

Derek Greenauer
D&R International

Agenda



1. Pre-Launch Timeline
2. Product Qualification Process
3. Partner Outreach Activities
4. Consumer Outreach Activities

Pre-Launch Timeline



April '08	May '08	June '08	July '08	August '08
E-Newsletter Release	DOE ENERGY STAR SSL Web site	SSL Workshop in Portland, OR	Partnership Agreements Available	Online Application Submission
			SSL Manufacturer Guide Available	Partner Tools and Resources
Sept '08	Oct '08	Nov '08	Dec '08	Jan '09
Program Launch	QA Program Guidelines	Program Design Guide		QA Program Launch
ENERGY STAR SSL Web site				

Product Qualification Steps



- Becoming an ENERGY STAR Partner
- Manufacturer Guidelines
- Online Process for Qualification Submission

Step 1: Becoming a Partner



- Partnership Agreement
 - Available in July
- Complete and Sign a Partnership Agreement
 - Voluntary, non-binding document
- My ENERGY STAR Account (MESA) information will be sent to you

Step 2: Manufacturers Guide

The SSL Manufacturers Guide will answer your questions regarding testing:

- Outline the Process for Submitting Products
- Application Forms
- Checklist of Data Needs
- Sample Size
- Approved Margins of Error
- Guide available in July
 - Notice will be sent via ENERGY STAR SSL email
 - Posted on DOE SSL website: www.netl.doe.gov/ssl

Step 3: Online Process for Application Submission



- Applications will be submitted on-line by manufacturers
- Upload test reports and packaging to Web site
- Instant feedback will be provided
- Available in August



Solid State Lighting Product Submission Web Tool

DOE has finalized a new ENERGY STAR specification for solid state lighting luminaires. The criteria will go into effect September 30, 2008.

The ENERGY STAR Program Requirements for Solid State Lighting (SSL) Luminaires are intended for general illumination. SSL general illumination devices were not previously covered by any ENERGY STAR product category, although there are other product categories using light emitting diodes (LEDs) for non-illumination purposes, including indication and decoration.

Email:	Password:	<input type="button" value="» Login"/>
<input type="text"/>	<input type="password"/>	
Forgotten Password? Register (optional) 		

The Energy Star Solid State Lighting Product Submission Web Tool was created to streamline the product submission process ...

 [Launch Web Tool](#)

Contact: [Technical Support](#)
[Security & Privacy](#)



solid state Lighting

Product Submission Web Tool

E-mail:

Password:

» Login

[Forgotten Password?](#) | [Register \(optional\)](#) ?

In Progress

Submitted

Returned

Qualified

Print

Help

Product Information

SKU #: Model #:

Model Name:

Manufacturer Information

Name:

Address:

E-mail:

Phone:

Fixture Type:

☒ Residential ☐ Commercial

Location: ☒ Indoor ☐ Outdoor

Nominal Wattage:

» [Product Information](#)

[Product Certification](#)

[LM-79 Upload](#)

[In-Situ Temp. Testing](#)

» Proceed to Product Certification



Product Submission Web Tool

E-mail:

Password:

» Login

[Forgotten Password?](#) | [Register \(optional\)](#) ?



Print



Help

In Progress

Submitted

Returned

Qualified

Product Certification

Color

Correlated Color Temperature (CCT):

2725 +/- 145 K

Color Spatial Uniformity:



YES

The variation of chromaticity in different directions of the submitted product is within 0.004 of the [CIE 1976 diagram](#).

Color Miantenance:



YES

The change of chromaticity over the lifetime of the submitted product is within 0.007 on the [CIE 1976 diagram](#).

Color Rendering Index (CRI):

Driver

Power Factor:

Minimum Operating Temperature:

Other

Luminaire Warranty:

years

Minimum Operating Temperature:

Off-state Power:



YES

The submitted luminaire does not draw power in the off state.

Lumen Depreciation:



YES

The submitted product has an average rated lumen maintenance of at least 70% of initial device lumens at 35,000 hours.

[Product Information](#)

» [Product Certification](#)

[LM-79 Upload](#)

[In-Situ Temp. Testing](#)

» Proceed to LM-79 Upload



Product Submission Web Tool

E-mail:

Password:

» Login

[Forgotten Password?](#) | [Register \(optional\)](#) ?



Print



Help

In Progress

Submitted

Returned

Qualified

LM-79 Upload

Product information on [light output](#), [zonal lumen density](#), [luminaire efficacy](#) can be obtained from the product's [LM-79 report](#). The LM-79 report may be uploaded directly to streamline the submission process.

Select File (.ies format)

Browse...

Upload File

[Product Information](#)

[Product Certification](#)

» [LM-79 Upload](#)

[In-Situ Temp. Testing](#)

» Proceed to Temp. Testing



solid state Lighting

Product Submission Web Tool

E-mail:

Password:

» Login

[Forgotten Password?](#) | [Register \(optional\)](#) ?

In Progress

Submitted

Returned

Qualified

Print

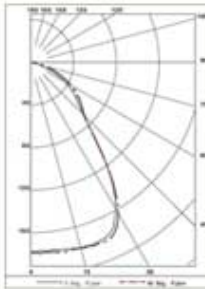
Help

LM-79 Upload

Product information on
product's [LM-79 report](#)

LM-79 Upload Results

Based on the LM-79 report uploaded, the following product information will be submitted for product certification.

Light Output	<input type="text" value="345 lumens"/>
Luminaire Efficiency	<input type="text" value="38 lm/W"/>
Zonal Lumen Density	

[Product Information](#)

[Product Certification](#)

[LM-79 Upload](#)

[In-Situ Temp. Testing](#)

[Proceed to Temp. Testing](#)

Partner Outreach Activities



- Announce progress and share information via e-newsletter
- Program on the Web
 - DOE-SSL site at www.net.doe.gov/ssl/energy_star.html
 - Will transfer to energystar.gov when program launches
- Forums for Stakeholders:
 - Stakeholder Workshop in Washington DC on May 15
 - AESP Brownbag on June 5
 - DOE SSL Workshop in Portland on July 9-11

Tools and Resources in Development



ENERGY STAR provides a number of tools and resources for partners to use. They can be customized to meet your specific needs.

- Partner Resource Guide
- Info Graphics
- SSL Facts and Figures
- Frequently Asked Questions (FAQs)
- Program Design Guide
- Product Profiles, Market Profiles, Product Snapshots
- Media Outreach and Support
- Sales Data



Sample Partner Brochures




More than Just a Bright Idea.

ENERGY STAR Qualified Light Bulbs
An Easy Way to Save

Innovation. Performance. Savings.

For more information visit:
www.energystar.gov

For all energy efficiency and renewable energy information, please contact:
1-800-ENERGY-STAR or 1-877-355-6884
www.energystar.gov

Save with ENERGY STAR Qualified Light Bulbs...

www.energystar.gov/lightbulbs

Save Time and Effort. ENERGY STAR qualified light bulbs last 9 to 10 times longer than incandescent bulbs.

Save Energy and Money. Each ENERGY STAR qualified light bulb saves about \$20 or more over its lifetime.

Stay Cool. ENERGY STAR light bulbs give off less heat, keeping you cooler and reducing the hazards or failures with A/C units or power windows.

Help the Environment. By using less energy, ENERGY STAR qualified light bulbs help reduce air pollution and greenhouse gas emissions from power plants.

Switch & Save

Changing to ENERGY STAR qualified Compact Fluorescent Lamps (CFLs) is one of the simplest ways to trim electric bills. Maximum savings by using CFLs is realized once the most. Carbon CFLs work best in specific applications. Use the chart to the right to help match the CFL to the appropriate fixture.


Choosing the Lamp

Compact fluorescent light bulbs contain a small amount of mercury, so they should be disposed of properly. Locate and use local recycling options by visiting www.epa.gov/mercury or www.energystar.gov/CFLandMercury.

HOW TO CHOOSE
This chart compares the features of ENERGY STAR qualified CFLs.

Feature	ENERGY STAR Qualified CFL	Other CFLs	Incandescent
Energy Efficient	Yes	Yes	No
Long Life	Yes	Yes	No
Dimmable	Yes	Yes	No
Instant On	Yes	Yes	No
Warm White	Yes	Yes	No
Soft Start	Yes	Yes	No
Ballast Factor	Yes	Yes	No
Mercury Content	Yes	Yes	No
Recycling	Yes	Yes	No

Compact Fluorescent Light Bulbs (CFLs)



CFLs use innovative technology that is **4 TIMES MORE EFFICIENT** than regular bulbs!

ENERGY STAR qualified compact fluorescent light bulbs (CFLs) are a **GREAT INVESTMENT** for your home.

- They can **LAST SEVEN YEARS**—compared to 11 months for a regular incandescent bulb.*
- Replace five incandescent bulbs with CFLs and **SAVE MORE THAN \$150** over the lifetime of the bulbs!


To get the greatest benefits install CFLs wherever you leave lights on the most, such as the family/living room, kitchen, dining room, bedroom, laundry room, and porch.

* Assumes 3 hours of use per day.

ENERGY STAR®
The National Symbol for Energy Efficiency.
Bringing Value, Comfort, and Savings to Your Home!

U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

For more information visit
www.energystar.gov
1.888.STAR.YES (1.888.782.7937)



Sample Info Graphics



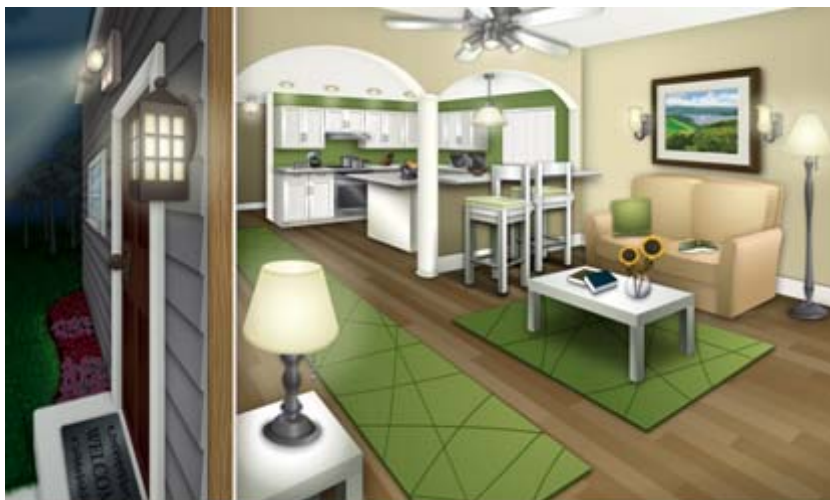
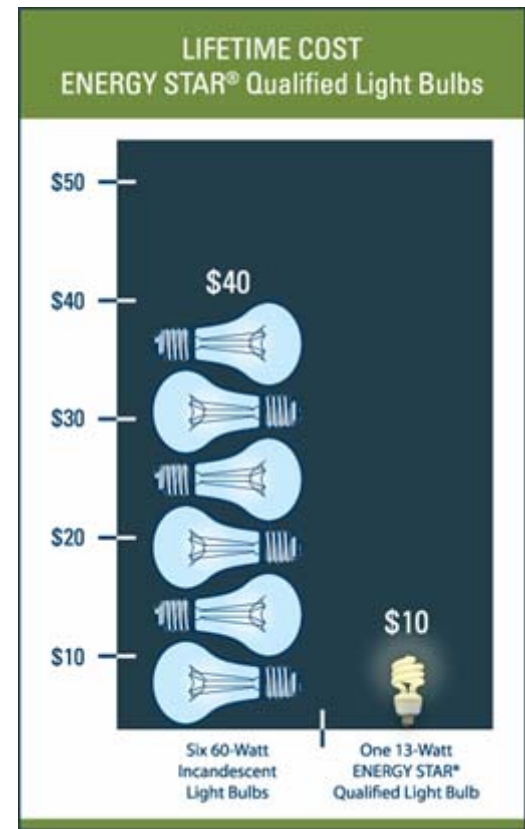
HOW TO CHOOSE
THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB

	TABLE-TOP LAMPS	TRIUMPH (FURNITURE)	CEILING FURNITURE	CEILING FAN	TRAIL (OUTDOOR)	RECESSED LAMP	TRAIL (OUTDOOR)	OUTDOOR LAMP	OUTDOOR LAMP
1	✓		✓		✓			✓	
2	✓	✓		✓				✓	
3		✓		✓					
4	✓		✓					✓	
5					✓			✓	
6						✓	✓		
7									✓

AVOID EARLY BURN OUT:

- Only bulbs marked "dimmable" or "three-way" will work on dimmers or three-way switches.
- Most photocells and timers are not designed to work with CFLs.

LEARN MORE AT energystar.gov



Sample Web Tools



Consumer Outreach Activities



- Simple and Clear Messaging
- Web Content
- Tools and Resources

Simple and Clear Messaging



- ENERGY STAR messaging:
 - Initial Targets:
 - Residential: Early adopters attracted by new technology
 - Commercial: Lighting designers
 - Primary Message:
 - Residential Indoor: Superior light quality
 - Residential Outdoor: Durability
 - Commercial: Design elements
 - Secondary Messages: Long life; energy savings
- CFLs are not the enemy – there is room for both

Simple and Clear Messaging



Application-specific messaging:

- ENERGY STAR LED undercabinet shelf-mounted lighting:
 - *“Accent and task lighting with clarity and sparkle. Great for illuminating work spaces and showcases.”*
- ENERGY STAR LED outdoor step lights:
 - *“Provide lasting, sturdy, reliable, and safe outdoor lighting.”*
- Commercial ENERGY STAR LED Recessed Downlights:
 - *“Commercial ENERGY STAR LED Downlights provide high quality, low energy light while reducing cooling and maintenance costs.”*

Web Content



- Product List – Available at Program Launch
- Product Finder
- Rebate Finder
- Savings Calculator
- FAQs
- Consumer Education Tools

More Information



- Program Contact:
Derek Greenauer
D&R International
Email: dgreenauer@drintl.com
Phone: 301-588-9387
- Website: www.netl.doe.gov/ssl/energy_star.html